

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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China - Peoples Republic of

Post: Guangzhou

California wine importer sponsored Amcham event

Report Categories:

Wine

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Report Highlights:

General Information:

On Jan 24, 2011, with the aid of ATO GZ, the Shenzhen-based exclusive California wine distributor, Hidden Valley Cellars Co.,Ltd,(HVC) and founding member of the Pearl River Delta American Wine Import Association, sponsored the South China American Chamber of Commerce Chinese New Year event by providing wine tasting to over 100 guests. ATO Guangzhou director introduced the HVC CEO as well as promoted the U.S. wine to various AmCham members at the event. The wines were paired with western buffet dinning. Consumers were impressed and attracted by their taste and price. HVC gained valuable marketing feedback during the event and would like to continue pouring at other upcoming AmCham events.